

NEW YORK TIMES

NOV 3 1956

KINTNER ELECTED N. B. C. EXECUTIVE

Recently-Resigned President
of A.B.C. Will Take Charge
of Color TV Activities

By RICHARD F. SHEPARD

Robert E. Kintner was elected an executive vice president of the National Broadcasting Company yesterday.

The executive has been at liberty only since Oct. 16, when he resigned as president of the American Broadcasting Company. He will take up his new duties on Jan. 1.

Walter Bedell Smith was elected a member of N. B. C.'s board of directors. He is a member of the board of the Radio Corporation of America, the parent company of N. B. C.

Robert W. Sarnoff, president of N. B. C., said Mr. Kintner would be in charge of coordinating the network's color television activities. He explained that the company was planning to expand color facilities and programming across the nation.

In addition, Mr. Kintner will receive other assignments from Mr. Sarnoff. He will also serve on the N. B. C. Executive Council.

Mr. Kintner resigned from A. B. C. after seven years as president because of a dispute on policy matters with American Broadcasting-Paramount Theatres Inc., the network's parent company. Although he left at the time of A. B. C.'s greatest growth, the management, it was understood, believed it should have been even more impressive.

There has been a rather high rate of reorganizing at top executive level in television lately. In September, Sylvester L. (Pat) Weaver Jr. resigned as N. B. C.'s chairman and was followed by two vice presidents. The resignation of J. L. Van Volkenburg as president of the Columbia Broadcasting System television network and his succession by Merle P. Winter was announced Thurs-



Robert E. Kintner